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"SINCE 1874"
ROTHENBERG & SCHLOSS, INC.
TELEPHONE (816) VI 2-3183 ◻ 930 BROADWAY, KANSAS CITY, MISSOURI 64105

May 4, 1970

Mr. Joseph F. Cullman, III
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

I can't tell you how pleased I was to see and read the full page story concerning the stand taken by the Tobacco Institute as appeared in the Kansas City Star on Friday, May 1.

In our opinion, it's about time the industry, through the Tobacco Institute, insists that claims be factual and proof positive before any public announcements are made. As you know, our company does not sell cigarettes, but if claims and advertising that the public has been subjected to through various media for the past several years would continue to go unchallenged, then next it would be all forms of smoking, and from there possibly to carbonated beverages, candy, etc., etc., etc..

We take our hat off to you, Mr. Cullman, and to the Tobacco Institute for demanding that the Cancer Society, and we hope any other society, is compelled to "tell it as it is", and "show it as it is".

Best regards.

1005133840

Very truly yours,

ROTHENBERG & SCHLOSS, INC.

Paul G. Petersen

Paul G. Petersen
Vice-President
Sales

PGP:sr

Source: https://www.industrydocuments.ucsf.edu/docs/lrwm0000